
DAVID ASTORINA

Profile

Multifaceted, effective leader with broad background ranging from small business to high stakes corporate sales, entrepreneurship and community service.

Experience

PRESIDENT, Green home Heroes, LLC June 2010 – Present
Owner Operator of Commercial and Residential Inspection and Thermography business. Previously Home Performance

Notable Accomplishments:

Thermographer Level II

Building Performance institute Building Analyst and Trainer Certification

Building Performance institute Envelope Specialist

Sr. Coordinator Energy Projects, Cornell Cooperative Extension Tompkins

October 2013- January 2015

Oversees and manages Energy related community programs

Notable Accomplishments:

Transitioned and improved existing programs

Expanded scope of Energy programing

Built strong relationships with campus and community leaders

SR. ACCOUNT EXECUTIVE, Forsythe Solutions Inc. Aug 2008 – Dec 2009

Managed account team of 15 direct and shared resources to drive revenue goals in Bloomberg Financial.

Notable Accomplishments:

Created Order Management process for Finance Accounts

Elevated Bloomberg to #1 Sun Product Account at Forsythe

President's Sales Club status

Unprecedented Customer Service Accomplishments

SR. ACCOUNT EXECUTIVE, Sun Microsystems JUL 2005 – July 2008

Managed account team of 25 direct and shared resources, and partners to drive revenue goals in Bloomberg Financial.

Notable Accomplishments:

Increased product revenue from \$10M in 2005 to \$ 50M in 2008.

Leveraged early access to cutting edge product to give Bloomberg industry advantage, changing the way they viewed Sun.

Elevated Bloomberg to Top Account status.

Facilitated deep involvement with Sr. Sun Engineering staff and Sun Executives.

PROGRAM MANAGER SUN BRIEFING CENTER Sun Microsystems

JUL 2004 – JULY 2005

Designed State of the Art Briefing Center, Content, and programs.
Managed a team of 18.

Notable Accomplishments:

Consolidated value from competing areas of the company to feature the best of Sun intellectual property into the center.

Leveraged best of breed partners to provide infrastructure and solutions.

Developed cutting edge solutions with Sun Scientists and partners.

PROGRAM MANAGER FINANCIAL AREA SALES STRATEGY Sun

Microsystems Aug 2002 –Jul 2004

Developed sales strategy for addressing the Patriot Act, Sarbanes-Oxley Act and Basel II Banking requirements.

Drove \$80M incremental revenue through direct sales force and Partner community.

Developed Sales tool kits for Directs and Partner Sales Teams

Built Strategic Partnerships with best of breed partners to deliver Sun and Partner Solutions.

Sales-System Engineer Sun Microsystems Aug 2001 –Jul 2002

Technical Sales Support for the Merrill Lynch sales team.

Drove \$50M incremental revenue through direct sales force and Partner community.

Worked with Executives at Merrill Lynch in a sales capacity.

MANAGER Lawson System Ciber/Digiterra Aug 1998 –Jul 2001

Worked with business who used Lawson Enterprise Resource Planning Software to plan and execute system upgrades.

Developed presentations and methodology.

Lawson Systems Lead United Systems Consulting July 1996 –Aug 1998

Worked with business who used Lawson Enterprise Resource Planning Software to plan and execute system upgrades.

Developed presentations and methodology. Performed Upgrades in Unix. Managed Windows Office Server.

COBOL Programmer Wakefern ShopRite July 1995 - July 1996

Maintained and wrote COBOL Programs

Background

David Astorina has a long background as an entrepreneur. He has owned several businesses and approaches most jobs with that spirit. After several years tending bar and landscaping in his twenties, David became a COBOL programmer for Wakefern/ShopRite supermarkets in Edison NJ. That led quickly to a job as a Lawson Enterprise Resource Planning Software programmer, product trainer, and Windows System Administrator for the small office network. His skill working with high level executives in the companies they served led him to a Management position at Ciber/Digiterra, and to his work at Sun Microsystems.

Since Sun, David has worked trying to create jobs in the region, first with Green Home Heroes Home Performance, and then With Green Home Heroes Inspection Services. In each case has raised the bar for service and incorporation of advanced technology. David is very interested in improving systems and creating exceptional customer experiences. Exceptional customer service has been the key to his success in every aspect of his career.

Community Service

Works with various community groups to promote jobs and sustainability in the region.
MacCormick Center Community Advisory Board Member and Volunteer with The Fatherhood Project and various other resident programs
Candor Chamber of Commerce Vice President Executive Board
Tioga United Way Executive Board Vice President
Previous Cornell Cooperative Extension – Member of various “Dream Team” committees for workforce and market development
Mentor for local Green Business development
Member of the Community Advisory Board of REV project in Ithaca
Founder of Candor Forward, a community volunteer based effort to revitalize Candor NY for business and as a tourist destination.

Skills

Brings positive infectious energy and enthusiasm to projects. Is creative and generous with ideas and strategy. Has a natural curiosity that drives out of the box thinking and solutions. Is a confident leader who thrives under pressure and enjoys working with teams.

References

Available upon request.
